



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Shorr & Associates
1831 Chestnut Street
Philadelphia, PA 19103

Contract # 331550

Schedule Dates	10/30/12-11/05/12	Date Entered	09/14/12
Advertiser	Pol/Iss/NC Citizens 4 Progress (16868)	Last Modified	09/14/12
Agency	Shorr & Associates (2909)	Entered By	Jill Hipskind
Product	Political - Issue (1068)	CO-OP	No
Brand	NC CITIZENS PROGRESS (136194)	Headline #	06313272
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Demo	
Sales Office	Telerep/Philadelphia	Order Type	Normal
Buyer Name	D'ETTORRE, MICHAEL	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	N/A	Commission	\$10,215.00
Account Types	National/Political	Net Total	\$57,885.00
Billing Type	Standard	Sales Tax	
Comments	NC CITIZENS PROGRESS ***** THIS IS A CASH IN ADVANCE SCHEDULE ***** NC CITIZENS FOR PROGRESS		

Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Nov. 2012	38	\$68,100.00
Grand Total:	38	\$68,100.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/30/12-11/02/12	3	:30	5:30A- 6A (EST)			1	1	1	1			4	\$1,000.00	\$4,000.00	Charlotte (WSOC)	1X MAX/DAY	9/14/12
2.0	Normal Line / Spot	11/05/12-11/05/12	3	:30	5:30A- 6A (EST)		1							1	\$1,000.00	\$1,000.00	Charlotte (WSOC)	1X MAX/DAY	9/14/12
3.0	Normal Line / Spot	10/30/12-11/02/12	3	:30	7A- 8A (EST)			1	1	1	1			4	\$2,400.00	\$9,600.00	Charlotte (WSOC)	1X MAX/DAY	9/14/12
4.0	Normal Line / Spot	11/05/12-11/05/12	3	:30	7A- 8A (EST)		1							1	\$2,400.00	\$2,400.00	Charlotte (WSOC)	1X MAX/DAY	9/14/12
5.0	Normal Line / Spot	10/30/12-10/30/12	3	:30	8A- 9A (EST)			1						1	\$2,400.00	\$2,400.00	Charlotte (WSOC)	1X MAX/DAY	9/14/12
6.0	Normal Line / Spot	11/05/12-11/05/12	3	:30	8A- 9A (EST)		1							1	\$2,400.00	\$2,400.00	Charlotte (WSOC)	1X MAX/DAY	9/14/12
7.0	Normal Line / Spot	10/30/12-11/02/12	3	:30	12P- 1P (EST)			1	1	1	1			4	\$900.00	\$3,600.00	Charlotte (WSOC)	1X MAX/DAY	9/14/12
8.0	Normal Line / Spot	11/05/12-11/05/12	3	:30	12P- 1P (EST)		1							1	\$900.00	\$900.00	Charlotte (WSOC)	1X MAX/DAY	9/14/12
9.0	Normal Line / Spot	10/30/12-11/02/12	4	:30	4P- 5P (EST)			2	2	2	2			8	\$1,000.00	\$8,000.00	Charlotte (WSOC)	2X MAX/DAY	9/14/12
10.0	Normal Line / Spot	11/05/12-11/05/12	4	:30	4P- 5P (EST)		2							2	\$1,000.00	\$2,000.00	Charlotte (WSOC)	2X MAX/DAY	9/14/12
11.0	Normal Line / Spot	10/30/12-11/02/12	3	:30	5:30P- 6P (EST)			1	1	1	1			4	\$2,600.00	\$10,400.00	Charlotte (WSOC)	1X MAX/DAY	9/14/12
12.0	Normal Line / Spot	11/05/12-11/05/12	3	:30	5:30P- 6P (EST)		1							1	\$2,600.00	\$2,600.00	Charlotte (WSOC)	1X MAX/DAY	9/14/12
13.0	Normal Line / Spot	10/31/12-11/01/12	3	:30	6P- 6:30P (EST)			1	1					2	\$3,200.00	\$6,400.00	Charlotte (WSOC)	1X MAX/DAY	9/14/12
14.0	Normal Line / Spot	10/31/12-10/31/12	3	:30	11P- 11:35P (EST)			1						1	\$5,000.00	\$5,000.00	Charlotte (WSOC)	1X MAX/DAY	9/14/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



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15.0	Normal Line / Spot	11/05/12-11/05/12	3	:30	11P- 11:35P (EST)	1								1	\$5,000.00	\$5,000.00	Charlotte (WSOC)	1X MAX/DAY	9/14/12
16.0	Normal Line / Spot	11/03/12-11/03/12	3	:30	7A- 8A (EST)							1		1	\$900.00	\$900.00	Charlotte (WSOC)	1X MAX/DAY	9/14/12
17.0	Normal Line / Spot	11/03/12-11/03/12	3	:30	8A- 9A (EST)							1		1	\$1,500.00	\$1,500.00	Charlotte (WSOC)	1X MAX/DAY	9/14/12

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SEP12/12 15.19
*** WSOC-TV ***

4	700A-800A	30	3	\$2,400.00	11/5	11/5	1	MON	1
PROGRAM : GMA									

REP HEADLINE# 6313272
 *** ORIGINAL REV#0 ***

REP: TEL# 610-225-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

SEP12/12 15.19
 *** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
5			800A-900A PROGRAM : GMA	30	3	\$2,400.00	10/30	10/30	1		TUE	1
6			800A-900A PROGRAM : GMA	30	3	\$2,400.00	11/5	11/5	1		MON	1
7			1200N-100P PROGRAM : NEWS CON COM1 : 1X MAX/DAY	30	3	\$900.00	10/30	11/2	4		TU-F	4
8			1200N-100P PROGRAM : NEWS	30	3	\$900.00	11/5	11/5	1		MON	1
9			400P-500P PROGRAM : DR OZ CON COM1 : 2X MAX/DAY	30	4	\$1,000.00	10/30	11/2	8		TU-F	8
10			400P-500P PROGRAM : DR OZ	30	4	\$1,000.00	11/5	11/5	2		MON	2
11			530P-600P PROGRAM : NEWS CON COM1 : 1X MAX/DAY	30	3	\$2,600.00	10/30	11/2	4		TU-F	4
12			530P-600P PROGRAM : NEWS	30	3	\$2,600.00	11/5	11/5	1		MON	1
13			600P-630P PROGRAM : NEWS CON COM1 : 1X MAX/DAY	30	3	\$3,200.00	10/31	11/1	2		W-TH	2
14			1100P-1135P PROGRAM : NEWS	30	3	\$5,000.00	10/31	10/31	1		WED	1
15			1100P-1135P PROGRAM : NEWS	30	3	\$5,000.00	11/5	11/5	1		MON	1

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
16			700A-800A	30	3	\$900.00	11/3	11/3	1		SAT	1
PROGRAM : NEWS												
17			800A-900A	30	3	\$1,500.00	11/3	11/3	1		SAT	1
PROGRAM : GMA SAT												
NOV/12 68100.00												
CONTRACT TOTAL											68100.00	
TOTAL SPOTS											38	

MARKET TOTALS \$179,210 WSOC 38% WBTW 31% WCNC 26% WCCB 2% WJZY 1% WMYT 0% WAXN 2%
 CABL 0%

SVC- NSI
 DEMOS- RA35+*